



**FIDDLER'S
GREEN**
CANNABIS CO.

Brand Guidelines

Voice & Tone

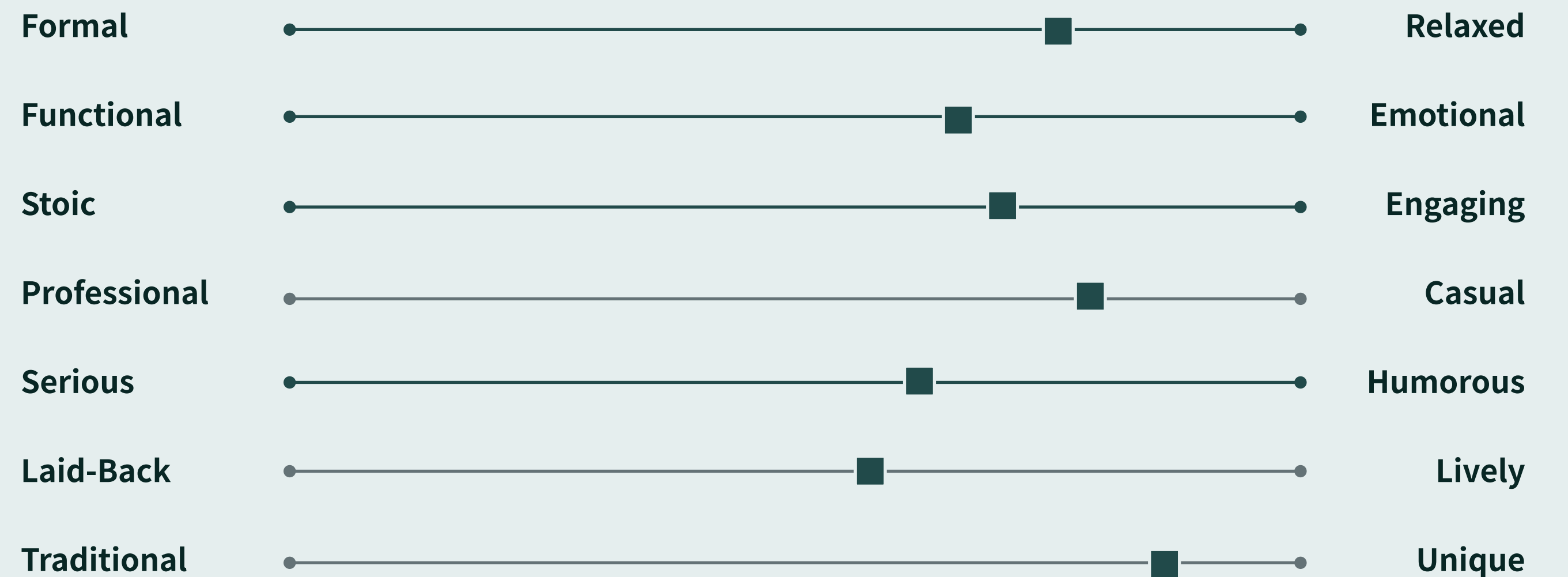
We start with the brand's base personality. How does it feel to interact with Fiddler's Green? What impression or mood do they offer audiences? What would they bring to a party?

VOICE

- An interaction with Fiddler's Green, regardless of duration or depth, always leads to a brighter mood. Their inherent buoyancy is contagious, and the levity that underlines all of their communications strikes a pleasing balance between enthusiastic and casual: Fiddler's Green is willing without being eager, energetic but not silly.
- Being able to meet someone on their level is key to a positive outcome—it's a sign of good manners, which Fiddler's Green has. While they certainly prioritize the conviviality of the human experience, they are also personal, helpful, and back up their affability with first-hand experience and knowledge.
- Fiddler's Green is the friend in the neighbourhood that everyone always gathers around. Whatever space you're in, you can be assured fellowship and festivity from Fiddler's Green. As it is an independent, family-owned business, this warmth should come across in all messaging.

TONAL ATTRIBUTES

Defining tone through a spectrum of attributes allows a brand's voice the flexibility required when speaking within different mediums while still allowing control of parameters.



Structure

A structure that allows their personality to shine through will benefit Fiddler's Green, allowing them to communicate with and relate to their audiences effectively.

PUNCTUATION

TERMINAL POINTS

- Exclamation marks to be used sparingly (let the language convey energy without blunt-force, eager punctuation).
- Periods for general use or design flourish.
- Question marks can be used for open-ended questions. Closed questions to be avoided.

PAUSING POINTS

- Semi-colons to be avoided.
- Commas to be used sparingly. Don't over punctuate.
- Em dashes can be used for non-restrictive elements or emphasis.
- Colons can both introduce lists and create emphasis at the end of sentences (or to highlight a main point).

OTHER PUNCTUATION

- Ellipsis can be used for technical or personality purposes (just don't overdo it).
- Parenthetical elements can be used for technical or personality purposes (seriously, don't overdo it).
- Quotation marks can be used for technical or personality purposes (we mean it, don't).

SYNTAX

LENGTH

- Sentences should avoid being either too long or pointlessly extended. Short to medium is the sweet spot for Fiddler's Green.

COMPOSITION

- Simple sentences or compound sentences are both fine to use. Avoid compound-complex sentences (when in doubt, just recast).

Language

Fiddler's Green steers clear of any language that may convey negativity or cynicism. They enjoy a bounce to their language and are sure to be inclusive and positive.

MODIFIERS

ADJECTIVES

- Charming
- Fun
- Comfortable
- Merry
- Neighbourly
- Cheerful
- Spirited
- Lively
- Keen
- Festive
- Shrewd

ADVERBS

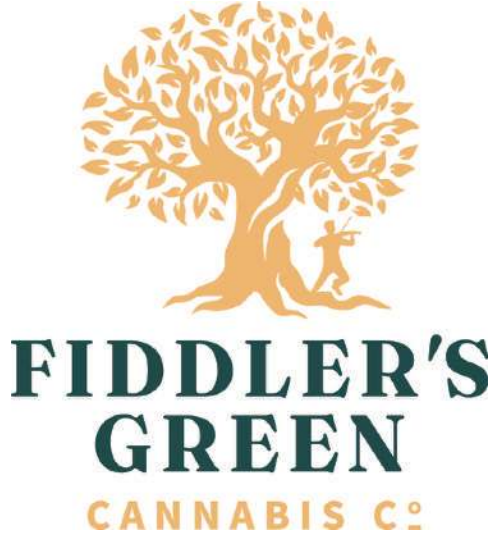
- Actively
- Mainly
- Greatly
- Freely
- Delightfully
- Earnestly
- Happily
- Sincerely
- Openly
- Notably
- Enjoyably

POINT OF VIEW

Fiddler's Green speaks predominantly in the third person. This is due to the nature and origins of the name. Clarity should always be the top priority, however.

Logo Formats

PRIMARY

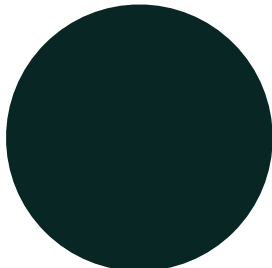


HORIZONTAL

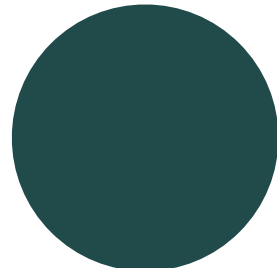


COLOURS

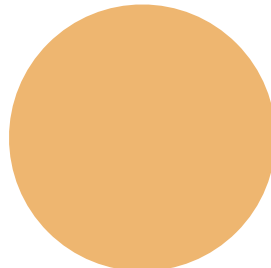
PRIMARY



PMS 5535 C
 CMYK 85 / 58 / 68 / 70
 RGB 10 / 40 / 37
 HEX #0A2825



PMS 4189 C
 CMYK 85 / 52 / 60 / 40
 RGB 33 / 75 / 74
 HEX #214B4A



PMS 156 C
 CMYK 5 / 30 / 64 / 0
 RGB 240 / 183 / 112
 HEX #F0B770

SECONDARY



PMS 4170 C
 CMYK 35 / 14 / 22 / 0
 RGB 167 / 193 / 192
 HEX #A7C1C0



PMS 4170 C 25%
 CMYK 9 / 2 / 4 / 0
 RGB 229 / 238 / 238
 HEX #E5EEEE

INVERTED



RESPONSIVE



WORDMARK



ONE COLOUR



HEADLINES

Aa

Fraunces 72pt Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0123456789

BODY

Aa

Noto Sans JP

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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